

YASMINE

DESIGN STRATEGIST

PORTFOLIO

www.yasminemerciar.com

HARD SKILLS

InDesign
Illustrator
Photoshop
Lightroom
After Effects
Premiere Pro
Acrobat
Power Point
Photography
MS Word
Keynote
Excel
Klaviyo
Mailchimp
Stripo
Email Marketing
Photo Retouching
Asana
Figma

SOFT SKILLS

Communication skills
Organizational skills
Time Management Skills
Adaptable
Attention To Detail
Reliable
Can-Do Attitude

EDUCATION

SMC | 2013-2018 | Deans List

GET IN TOUCH

yasmineodesigns@gmail.com

WORK EXPERIENCE

GOOD SAM | OCT 2022 - MARCH 2026

- Owned a branch of the business in which I created digital marketing and collateral for all membership, finance, credit card rewards, and insurance services
- Worked within regulatory and compliance guidelines for credit card sector to ensure optimal business practices
- Conceptualized and developed quarterly style guides that aligned with broader marketing campaigns
- Designed various print projects such as POP, signage, direct mail collateral, and business identity materials
- Responsible for reaching deadlines, communicating with vendors, stakeholders, collaborating with senior designers and communication managers to achieve quarterly goals
- Collaborated with marketing directors to regularly design and execute multiple email marketing campaigns on a monthly basis as well as web and social media assets
- Directed and collaborated with team's motion designer to incorporate animation into emails and social media campaigns on a regular basis

PARKER AEROSPACE | JUL 2022 - DEC 2022 | CONTRACTOR

- Helped produce billboard banners, yard signs, business cards, flyers, menus, and newsletters for Aerospace Trade Show
- Created a new and improved logo for the GROWTH sales department and a side-along user friendly PowerPoint deck template, notepad, and other cohesive marketing material
- Produced print, digital ads, invitations, mailers, infographics and signage for Parker while adhering to brand standards
- Responsible for reaching deadlines, communicating with vendors, collaborating with senior designer and communications manager to achieve goals
- Proofed all pieces carefully before they were sent to client or print vendor

REACH AGENCY | MAR 2021 - JUL 2022 | CONTRACTOR

- Specialized in designing Keynote, PowerPoint, and Google Slide pitch decks for various companies such as Microsoft, Xbox, Nestle, and Stella Artois in order to present social media marketing growth solutions.

DIANE'S BEACHWEAR | DEC 2017 - AUG 2018

- Designed email campaigns for various companies such as L-Space, O'Neil, Vitamin A, etc. while working within the parameters of each brand's style guidelines
- Worked closely with copywriters and marketing team to gather images, written copy, develop unique digital content for social media ads, and route designs on a tight schedule
- Created co-cohesive email campaigns for each brand leading to a 30% increase in social media engagement and 20% increase in sales